

CITY OF FORT ST. JOHN
OLYMPIC LEGACY PROJECT COMMITTEE MEETING
APRIL 27, 2005
7:11 P.M.
IN COUNCIL CHAMBERS

PRESENT: Tony Zabinski, Chair
Susan Popesku, Arts Council
Dee Ann Stickel, Speedskating
Carolyn Krauss, Huskies
Jim Eglinski, Council Liaison
Brian Deakin, FSJ Minor Hockey
Dennis Morrison, Speedskating
Kim Henry, Speedskating
Tammy Danskin, North Peace Economic Development Centre
Wim Kok, Speedskating
Anita Lee, Speedskating
Grant Spelsberg, Sub Zero Running, Track & Field
Evelyn Mehlsen, City of Fort St. John

ALSO PRESENT: John Locher, City Manager

1. Call to Order: The meeting was called to order at 7:11 p.m.

2. Adoption of Minutes: **Olympic Legacy Project Committee Meeting of April 21, 2005**
MOVED by Carolyn Kraus
SECONDED by Kim Henry
CARRIED

3. New Business:

- ⇒ Tony asked Sue Popesku to do a naming exercise.
- ⇒ The process involved three steps:
 1. Listing every word that came to mind about the building
 - Multiplex
 - Spectrum
 - Forum
 - Stadium
 - Place
 - Northern Ice Complex
 - Facility
 - Colossus
 - Borealis Plaza
 - North Star
 - Colliseum
 - FSJ Active Centre
 - Enerplex Place
 - Recreational Facility
 - N 56
 - Centre
 - Dome
 - Sportsplex

- Complex
- Ice Plex
- Pavilion
- Perplexed
- Omniplex
- Showplace
- Big Cover
- Venue
- Communiplex
- Community
- Millenium
- Energy
- Vitality
- Entertainment
- International Training
- Speed Dome
- Centre for Athletic Development
- Excellence
- Do-All Place

2. Adjectives you want people to feel about this place:

- Happy
- Community
- Proud
- Accepting
- Excited
- Supportive
- Energized
- Dizzy
- Circular
- Awe Struck
- Active
- Healthy
- Inspired
- Enthused
- Big
- Economical
- Worthy
- Symbolic

3. Passed out paper and everyone was asked to record their first choice to describe the project or building, then second word choice then the third choice.

First Choices were as follows:

Centre (2), Stadium (3), Enerplex (2), Place (1) Northern (1)
Community (1), Multiplex (1), Colliseum (1), Forum (1)

Second Choices were as follows:

Place (2), Forum (3) Multiplex (2),

Third Choices were as follows:

Borea (1), Sportsplex (1), Centre (1), Pavilion (2), Spectrum (1), North 56 (1), Excellence (1), Place (1), Multiplex (1), North Star (1), Entertainment (1)

Next Step:

To come up with 1 word, and then 2 words on the second choice.

Enerplex (3), Multiplex (2), Stadium (3), Place (1), Pavilion (1)

Borealus Stadium, Community Stadium, North Star Stadium, Energy Stadium, Energetic Stadium, Multiplex Stadium, Millieum Stadium, Stadium 56, Millieum Centre, Action Centre, Northern Star Enerplex, FSJ Enerplex, Centre of Athletic Excellence

Next Step:

One vote using either one or two words.

Enerplex (5), Stadium (6)

Next Step:

Must Agree on either a Stadium or Enerplex

Final Step:

Enerplex, North Star Enerplex, FSJ Enerplex

FINAL CHOICE: The Enerplex

Sue was complimented on an outstanding job, however when meeting with the Province, Federal government, and private investors we will refer to it as the Fort St. John Enerplex.

Round table on how to build support in the community for the project:

1. Listen to people
2. Promote it as a centre for the development of children in sport, make the promotions appeal to parents
3. Tell them what it is going to be used for and how long it will be used
4. Youth and information
5. Brochure with facts
6. Getting out and talking to people that are going to be the users, everyone in their own little groups
7. Who should meet with the user groups
8. Tie announcement of the name with asking for their needs
9. Sell need for the facility and affordability of the project
10. Gain endorsement from user groups in a media form
11. Signs around the site and in the recreational facilities
12. Stress for all ages, multi-sport and all season facility
13. Letters of support from user groups
14. User groups monthly meetings – send a spokesperson from the committee
15. Reiterate how we got to this point, that existing facilities that require repairs or upgrading
16. Needs to appeal to everyone including youth
17. Full page newspaper ad – what is the Enerplex
18. Public Forum to inform the public
19. Get information together, explain use of the facility, justify the costs, and then do a major blitz, group to go out and promote the facility
20. Billboard about the facility
21. Spread word with groups

22. Emphasize mutli-age
23. Emphasize different uses of facility
24. Everyone talk to members of the groups they support
25. Public meeting to ensure no one is missed
26. Promotion and education about the facility
27. Pictures of the sight
28. Promote the positives about the project and be confidant that the project will go further
29. Video can be used to promote to groups
30. Frequently asked questions in media, on website
31. Core committee to promote the project

Spokespersons to do a media release include:

Radio spots:

- ⇒ Jim Eglinski
- ⇒ Carolyn Kraus'

Newspapers:

- ⇒ Kim Henry

John Locher to set up media appointments and bring in a media specialist to assist.

Also suggested that a photo of the whole group wearing the suits be taken to help promote the project.

Pamphlets to be updated, and everyone supplied with videos and pamphlets.

Everyone to ensure they are sized for the suits to wear.

Next meeting Anita will bring photos of the Calgary Oval.

Suggestion that someone from the group to go to the Sports Council, Oilmen's group, Noon Rotary and Sunrise Rotary and other User groups to promote the project or invite groups to come to the committee.

Majority of the group suggested the groups come here.

Looking for another Co-chair to replace Cameron. Patti to walk everyone through the committee structure next meeting.

5. Next Meeting: Wednesday, May 11, 2005 at 7:00 pm.

Adjournment: The meeting adjourned at 8:56 p.m.